

Name: Charles Khalil Title: President, PBD West	Company: P.B. D. West
Address: 370 S. Crenshaw Blvd., Suite E100 Torrance, CA 90503	Telephone: 310-212-9999 Fax: 310-212-3113 Chain/SIS #: 2794-01-00
<u>History/General Information of Chain/Account</u> (I.E., ownership, acquisitions, restructuring, etc.) <ul style="list-style-type: none"> Charles was founder of United Buyers, Inc. in 1991, then joined P.B.D. (Powers Buying Dealers) USA in 1995. Charles personally owns/operates three Mobil-PBD stations. 400 total stores (all franchisees) 	
<u>Business Profile</u> <ul style="list-style-type: none"> Trading Area: 90% California, 10% Arizona Type of Operation: Convenience Gas Partners Plan/Participation: None Private Label: None Direct Account (Yes/No): No • EFT (Yes/No/NA): N/A • % EFT: If Wholesaler, Number of Branches: If Wholesaler, Number of Retail Outlets Served: If Wholesaler, Major Chains Supplied: If Not Direct Account, Major Cigarette Supplier: Core-Mark 	
<u>Merchandising Profile</u> <ul style="list-style-type: none"> 1996 Retail Partners lost in national negotiations. RJR is currently locked out. 	
<u>Current RJR Business Issues (Hot Topics)</u> <ul style="list-style-type: none"> We continue to pursue and plan to represent as a joint group to Mobil Corp. and PBD in October. Mobil Corp. and PBD plan to work as one chain with one merchandising plan for all. Mobil Corp. - corp. stations PBD - franchisee stations 	
<u>Personal</u> Spouse: Kaaren Home Address: 26722 Rolling Hills Road, Rolling Hills Estates Interests: Work, work, work and family. CA 90224 Education/Civic-Political-Business Associations and Activities/Etc. <ul style="list-style-type: none"> Loves to create new ideas - inventor/entrepreneur. 	

6/24/96

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RJR Account Analysis
For RJR Internal Use ONLY

P.B.D. WEST

RJR Responsibility:

Chain ID: 2784-01-00

of Stores: 360

AIM Data										
Industry	4th Qtr 95		1st Qtr 96		Diff vs. Prev.	2nd Qtr 96		Diff vs. Prev.		
	Carton Volume	SOM	Carton Volume	SOM		Carton Volume	SOM		Carton Volume	SOM
Full Price	194,436	87.00%	221,805	89.58%	+2.58%	155,818	89.38%	-0.20%		
Brd. Savings	25,550	11.22%	23,660	9.68%	-1.86%	17,272	8.92%	+0.36%		
PL/BW	4,063	1.78%	2,114	0.85%	-0.93%	1,265	0.72%	-0.18%		
Total Savings	29,613	13.00%	25,774	10.41%	-2.58%	18,537	10.44%	+0.23%		
Total	224,079	100.00%	247,699	100.00%		174,143	100.00%			
RJR		SOC		SOC			SOC			SOC
RJR Full Price	30,527	15.38%	29,808	13.43%	-1.95%	21,475	13.80%	+0.37%		
RJR Brd. Sav	3,517	13.75%	2,292	9.66%	-4.07%	533	3.09%	-6.59%		
RJR PL/BW	128	3.16%	37	1.78%	-1.40%	30	2.38%	+0.64%		
RJR Tot Savings	3,645	12.30%	2,329	9.03%	-3.27%	563	3.04%	-5.99%		
		SOM		SOM			SOM			SOM
Camel Ex Reg	13,026	5.71%	14,752	5.94%	+0.23%	10,506	6.03%	+0.08%		
Winston	8,181	3.57%	6,116	2.47%	-1.10%	4,008	2.30%	-0.17%		
Doral	3,355	1.47%	2,276	0.92%	-0.55%	475	0.27%	-0.85%		

AIM Data			
Avg Wkly Cartons/Per Store			
	Industry	RJR	# of Stores
4th Qtr 95	73	11	240
1st Qtr 96	70	9	271
2nd Qtr 96	66	8	264

RJR Profitability			
	4th Qtr 95	1st Qtr 96	2nd Qtr 96
Contract Cost / Ctns	\$1.82	\$1.20	
Promotional Cost / Ctns	\$0.40		
Total Cost per Carton	\$2.22	\$1.20	
Profit per Carton	\$1.28	\$1.80	\$1.80
Total Profit per Carton	\$1.28	\$1.80	\$1.80

Current Situation

RJR LOCKED OUT OF CHAIN BY NATIONAL ACCOUNTS
NO PROMOTIONS
NO CHAIN AUTHORIZED PLANS
WORKING WITH LOCAL PRESIDENT TO RENEGOTIATE

Goals for Account

OBTAIN RJR MERCHANDISING POSITION
BUILD FULL PRICE
PRESENT PL

Base YTD Diff.

RJR Full Price SOM
RJR Share of Savings
Total RJR SOM
Camel Ex Reg SOM
Doral SOM

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RJR Account Analysis
For RJR Internal Use Only

P.B.D. WEST

Chain ID: 2704-01-00

of Stores: 360

Action Plan:

CAMEL/WINSTON PROMOTION
DORAL BUY DOWN

Results:

CAMEL/WINSTON UP
DORAL GROWING SLOWLY

Action Plan:

CONTINUE TO PRESENT RETAIL PARTNERS AS WE ARE CURRENTLY LOCKED OUT
ALL DISPLAYS SLOWLY BEING REMOVED
REPS TRYING TO SELL TO INDIVIDUAL STATIONS

Results:

RJR SHARE DROPPED BY 2%
RJR VOLUME DROPPED BY ALMOST 6%
RJR BUSINESS DROPPING MORE THAN TOTAL PBD BUSINESS

Action Plan:

CONTINUE TO PRESENT RETAIL PARTNERS AS WE ARE CURRENTLY LOCKED OUT
ALL DISPLAYS SLOWLY BEING REMOVED
REPS TRYING TO SELL TO INDIVIDUAL STATIONS
(NOTE THAT THIS PERIOD IS LESS DAYS DUE TO AIM AVAILABILITY)

Results:

RJR SHARE DROPPED BY .32%
RJR VOLUME DROPPED BY 31%
RJR BUSINESS DROPPING MORE THAN TOTAL PBD BUSINESS

Action Plan:

Results:

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